

Civil Rights Basics: Program Evaluation

Clientele Contacts by Race & Gender

Records are maintained by each faculty for each major program (MP), and for non major program activities and reported in the appropriate table in the annual report of accomplishments, distributed among relevant Focus Teams.

Relative percentages of minority and female contacts for each MP are compared to the percentages indicated for the respective potential audience. If percentage of contacts with any minority group, or with females, is greater than four percentage points below that indicated for the potential audience, the program is identified as not in racial or gender parity. Action (Civil Rights steps) to be taken to achieve parity in those specific county major programs, or overall program wise, are to be listed in the next year's county POW.

Clientele Contacts/Parity

Staff understand the concept of parity.

Review ethnic potential audience for the county, targeted program audience by ethnic and gender in the ROA / POW. Contrast with the county demographic data.

Examine corrective actions planned in the POW to address the targeted ethnic participation.

All Reasonable Efforts

When clubs are not in racial parity (for example, club members are all of one race but club serves a multi-racial community), the Extension faculty is required to carry out "All Reasonable Efforts".

Minimum "all reasonable efforts" required by county Extension staff members include:

1. Use of all available mass media (radio, newspaper, TV) to inform potential recipients of programs and opportunities to participate.
2. Personal letters and circulars addressed to defined potential recipients inviting them to participate, including dates and places of meetings or other planned activity.
3. Personal visits by Extension staff members to a representative number of defined potential recipients in the geographically defined areas to encourage participation.

All Reasonable Efforts

All Reasonable Efforts must be documented and maintained in the file.

- Must be done for each individual 4-H or HCE club which are plus or minus 4% out of parity. Keep documents on file.
- Three dimensions are required:
 1. All available mass media to inform potential participants of the availability of the program.
 2. Personal letters or special circulars sent to minorities. Personal letter does not have to be everyone, but a reasonable amount. Document!
 3. Personal visit to a representative number of potential recipients. Document.

References

Affirmative Action Plan for Meeting Non-discriminatory Legal Standards in Employment and the Conduct of All Programs by State Cooperative Extension Services, Extension Service, USDA, February 28, 1972.

Strengthening 4-H Programs Through Affirmative Action, Science and Education Administration, United States Department of Agriculture, October 1979.

Civil Rights, 1992-1995 Plan of Work Guidelines, Extension Service, USDA, (undated) Federal Reviews of Extension Services in Kentucky and Florida.